



# FBLA DIGITAL DESIGN & PROMOTION Production Rating Sheet

☐ Preliminary Round

☐ Final Round

| Evaluation Item  | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned    |
|--|------------------|----------------------------|--------------------|----------------------|------------------|
| <b>Content</b>   |                  |                            |                    |                      |                  |
| Theme fully and properly developed. Solution properly addresses assigned topic   | 0                | 1-7                        | 8-14               | 15-20                |                  |
| Elements included in the graphics are suitable, appropriate, and directed toward a specific audience   | 0                | 1-7                        | 8-14               | 15-20                |                  |
| <b>Presentation</b>  |                  |                            |                    |                      |                  |
| Layout has direction and balance   | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Fonts and type style support the look and feel of the overall image  | 0                | 1-2                        | 3-4                | 5                    |                  |
| Colors and graphics enhance aesthetic appeal   | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Graphic design shows creativity, originality, and supports topic   | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Format is consistent and appropriate   | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Graphic design is clear and concise  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Design gains attention and has eye appeal  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| <b>Subtotal</b>  |                  |                            |                    |                      | <b>/105 max.</b> |
| <b>Penalty Points</b> Deduct five (5) points for not adhering to guidelines (maximum of fifteen [15] points):<br><input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> Media labeled incorrectly |                  |                            |                    |                      |                  |
| <b>Final Score</b> (add total points and report score)   |                  |                            |                    |                      | <b>/105 max.</b> |

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments:



# FBLA DIGITAL DESIGN & PROMOTION Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

| Evaluation Item  | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned    |
|--|------------------|----------------------------|--------------------|----------------------|------------------|
| <b>Content</b>   |                  |                            |                    |                      |                  |
| Description of promotional piece   | 0                | 1–3                        | 4–7                | 8–10                 |                  |
| Description of development and design ideas  | 0                | 1–7                        | 8–14               | 15–20                |                  |
| Create interest and desire for design  | 0                | 1–7                        | 8–14               | 15–20                |                  |
| Consistency in graphic design to theme   | 0                | 1–5                        | 6–10               | 11–15                |                  |
| Benefits matched to customer needs   | 0                | 1–3                        | 4–7                | 8–10                 |                  |
| <b>Delivery</b>  |                  |                            |                    |                      |                  |
| Statements are well-organized and clearly stated; appropriate business language used       | 0                | 1–3                        | 4–7                | 8–10                 |                  |
| Demonstrates self-confidence, poise, and good voice projection                             | 0                | 1–2                        | 3–4                | 5                    |                  |
| Demonstrates the ability to effectively answer questions                                   | 0                | 1–3                        | 4–7                | 8–10                 |                  |
| <b>Subtotal</b>  |                  |                            |                    |                      | <b>/100 max.</b> |
| <b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time: |                  |                            |                    |                      |                  |
| <b>Penalty</b> Deduct five (5) points for failure to follow guidelines.                    |                  |                            |                    |                      |                  |
| <b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.          |                  |                            |                    |                      |                  |
| <b>Total Points</b>  |                  |                            |                    |                      | <b>/100 max.</b> |
| <b>Production Score</b>  |                  |                            |                    |                      | <b>/100 max.</b> |
| <b>Final Score</b> (add total points and production score)                                 |                  |                            |                    |                      | <b>/200max.</b>  |

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments: